



E-commerce Content Specialist/コンテンツスペシャリスト (EC・デジタルマーケティング)

英語を活かせるECコンテンツ企画運営職

Job Information

Recruiter

[Cornerstone Recruitment Japan K.K.](#)

Job ID

1597443

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

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General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Job Title

Content Specialist

Industry

Consumer Goods / E-commerce / Digital Commerce

Job Category

Digital Marketing / Content Marketing / E-commerce

Career Level

Mid-Level Specialist

Location

Tokyo, Japan

Workplace Type

Hybrid

Employment Type

Full-time

Company Overview

A global consumer products company is seeking a Content Specialist to support digital marketing and e-commerce initiatives. This role will focus on planning, creating, optimizing, and managing content across owned digital channels and major e-commerce platforms. The successful candidate will work cross-functionally with marketing, brand, design, SEO, and external partners to drive brand visibility, engagement, and conversion performance.

Job Summary

The Content Specialist is responsible for planning, producing, and optimizing high-quality content to strengthen digital marketing efforts and improve customer experience across brand websites and e-commerce platforms. This position will manage content initiatives while ensuring alignment with brand guidelines, campaign objectives, and SEO best practices.

Main Responsibilities**Content Planning & Production**

- Plan, create, edit, and publish content for brand websites and e-commerce platforms.
- Enhance customer experience through engaging and informative content.
- Maintain content quality and consistency across all digital touchpoints.

Brand Consistency

- Ensure all content aligns with established brand guidelines and content strategies.
- Deliver a consistent brand message across websites, landing pages, and product detail pages.

Vendor Management & Project Coordination

- Manage timelines and deliverables related to website and product content updates.
- Coordinate and oversee external vendors responsible for content and product data management.
- Collaborate with local and global stakeholders to ensure timely project execution.

SEO Collaboration & Optimization

- Work closely with internal SEO specialists to optimize content for search visibility and user experience.
- Support keyword-driven content initiatives and SEO best practices.
- Contribute to improvements in organic traffic and engagement metrics.

Campaign Support

- Develop and execute content plans aligned with marketing campaigns and product launches.
- Update and maintain campaign-related content across digital platforms.
- Ensure all campaign assets comply with brand standards.

E-commerce Content Development

- Partner with e-commerce and marketing teams to create digital content assets.
- Support the development of product detail pages, enhanced brand content, landing pages, and promotional materials.

- Manage internal review and approval workflows for content assets.

Cross-Functional Collaboration

- Work closely with design, product, marketing, and external partners to maintain content accuracy and quality.
- Facilitate communication between stakeholders throughout content development processes.

Performance Analysis

- Monitor and analyze content performance across websites and e-commerce channels.
- Identify opportunities for optimization based on performance data and customer behavior.
- Recommend content improvements to increase engagement and conversion.

Market Research

- Research industry trends, customer feedback, competitor activity, and emerging best practices.
- Identify opportunities to enhance content effectiveness and customer experience.

Required Qualifications

- Bachelor's degree or higher.
- Minimum 3 years of experience in digital marketing.
- 3–5 years of experience in content creation and content management.
- Experience managing content across e-commerce platforms such as Amazon, Rakuten, Yahoo Shopping, or similar marketplaces.
- Strong stakeholder management and communication skills.
- Experience directing external vendors and managing project timelines.
- Solid understanding of SEO principles and keyword research methodologies.
- Experience using analytics tools such as Google Analytics.
- Strong copywriting, editing, and content development skills.
- Ability to manage multiple projects simultaneously in a fast-paced environment.
- Business-level proficiency in both Japanese and English.
- Proactive and collaborative working style.

Preferred Qualifications

- Experience with CMS platforms such as WordPress, Adobe Experience Manager, or similar systems.
- Experience with Product Information Management (PIM) systems.
- Experience conducting A/B testing and Conversion Rate Optimization (CRO) initiatives.
- Experience working within global or multinational organizations.

Key Skills

- Content Strategy
- Content Creation
- E-commerce Content Management
- SEO
- Digital Marketing
- Copywriting

- Vendor Management
- Project Management
- Google Analytics
- CMS Platforms
- Cross-Functional Collaboration
- Performance Analysis

Travel Requirements

- Up to 10% travel as required.

Company Description